

## Minutes of the University Budget Committee Meeting

10/10/19, Brookside Room, Administrative Center

Members Present: Mauli Agrawal, Barbara Bichelmeyer, Chris Brown, Kelli Cox, Barbara Glesner Fines, Sheri Gormley, Roland Hemmings Jr., Mark L. Johnson, Brian Klaas, Ali Korkmaz, Sharon Lindenbaum, Chris Liu, Michelle Maher, Tom Mardikes, Erik Olsen, Leigh Salzsieder, Kevin Truman, Karen Wilkerson.

Members Absent (excused): Zane Heflin

Guests:

UBC Secretary Mark Johnson called the meeting to order at 8:00 AM.

### **Agenda Items** (see attached Agenda)

Approval of Minutes of the September 12<sup>th</sup>, 2019 meeting: Secretary Mark Johnson asked if there were any edits to the March 14<sup>th</sup>, 2018 meeting minutes? No additional corrections were made. Barbara Glesner Fines moved approval of the Minutes as submitted. Kelli Cox seconded. The minutes were approved with 3 abstentions.

Chancellor's Comments: Chancellor Agrawal noted that he has been having several meetings with the Enrollment Team and other groups and plans are underway to make additional improvements. Enrollment is relatively flat; a slight decrease in undergraduate, which was offset by a slight increase in graduate enrollments. He noted a recent article that indicated a 15% decline in HS enrollment of the next several years, which presents a challenge that all universities will face in the future. This highlights the needs for us to ramp up our recruitment efforts now and in the future.

Increasing undergraduate Enrollment and UMKC Branding: The floor was opened for thoughts/ideas/further comments on improving enrollment as well as defining the UMKC brand. Several ideas were suggested:

1. UMKC hosting a national soccer tournament to draw attention to the school much in the manner that the College World Series impacts Creighton University and the city of Omaha or the Drake Relays does for Drake University and Des Moines. This could be done in partnership with Kansas City.

2. Several comments were made about how do we better collaborate and/or compete with MU and KU?

3. Need to make the Metro community aware of all of the robust and vibrant programs we have and advertise/promote these better.

- we know our programs but don't identify well in the community
- we need to be the facilitators to drive this narrative
- we need to promote are placement rates of our graduates

4. Build a stronger relationship with our Community Colleges and Technology Schools where possible.

5. Hold an Education Summit with Greater Kansas City Area Superintendents, Curriculum Coordinators and others

6. Better promote the campus, its beauty, etc., and what we have to offer, not just academics, but the entire student experience.

7. Consider branding KC as our campus, which is an approach used by the Conservatory

8. Promote our strengths and uniqueness, such as the ability of our students to multiple majors across several disciplines.

Research Plans and Brainstorming: Dr. Chris Liu presented his analysis of the state of research at UMKC and several areas where we can grow our research enterprise. Goal is to ultimately double (and then more) research expenditures. Move UMKC into the top 200 of research universities, which will open up other funding opportunities.

FSBC Report: Mark noted that he has now collected feedback from almost all of the Units regarding the APR data. This was compiled in draft form for the HLC evidence documents. The final report should be finished by the end of the semester.

There being no further business the meeting was adjourned at 9:02 AM.

Respectfully submitted,



Mark L. Johnson, Ph.D.

Secretary

University Budget Committee